

Rep Order# 8836548 Ver# 1 Status New
EC'd Yes

Traffic Order# 36879

Printed: 08/03/2012 11:37 AM
Last Received: 08/02/2012 1:59 PM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () AMERICANS PROSPERITY
Product ISSUE
Estimate# 466
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMONT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //466
Flight Dates 08/28/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

8/2: NEW POLITICAL ORD FOR KLAS

AMERICANS FOR PROSPERITY
FLT STARTS TUE 8/28
SPOTS 30S, SHARES EST
PLS CNF, T/R, SARAH FOR MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5P-630P		:30	\$1,500.00	08/28-08/31	3	1	3	\$4,500.00	
				Buyline Comment: 5P NEWS								
	2	TU-F	630P-7P		:30	\$1,100.00	08/28-08/31	3	1	3	\$3,300.00	
				Buyline Comment: INSIDE EDITION								
	3	W	10P-11P		:30	\$6,000.00	08/29-08/29	1	1	1	\$6,000.00	
				Buyline Comment: CSI								
	4	TH	8P-11P		:30	\$2,500.00	08/30-08/30	1	1	1	\$2,500.00	
				Buyline Comment: NFL PRE SEASON SD-ST LOUIS								
	5	TH	10P-11P		:30	\$8,000.00	08/30-08/30	1	1	1	\$8,000.00	
				Buyline Comment: PERSON OF INTEREST								
	6	SA	11P-1135P		:30	\$800.00	09/01-09/01	1	1	1	\$800.00	
				Buyline Comment: 11P NEWS SAT								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	7	SU	630A-8A		:30	\$1,700.00	09/02-09/02	1	1	1	\$1,700.00	
				Buyline Comment: SUN MORNING								
	8	SU	830A-9A		:30	\$850.00	09/02-09/02	1	1	1	\$850.00	
				Buyline Comment: FACE THE NATION								
	9	SU	7P-8P		:30	\$12,000.00	09/02-09/02	1	1	1	\$12,000.00	
				Buyline Comment: 60MIN								
	10	M	5P-630P		:30	\$1,500.00	09/03-09/03	1	1	1	\$1,500.00	
				Buyline Comment: 5P NEWS								
	11	M	630P-7P		:30	\$1,100.00	09/03-09/03	1	1	1	\$1,100.00	
				Buyline Comment: INSIDE EDITION								

---REPORT TOTALS---

Report Totals: 15 / \$42,250.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$42,250.00

Sales Totals: 15 / \$42,250.00

Station Totals: 15 / \$42,250.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$120,714	CABL	0%	KLAS	35%	KSNV	32%	KTNV	24%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	9%	UNKN	0%		

Books null
Demos RA35+